

Brief Course Description

The course prepares the student both technically and soft skills for effective business communication. With the aid of technical tools in Microsoft Office™ and role-playing, the student will learn a variety of business writing skills that will help any organization communicate with clarity, sensitivity and efficiency in today's demanding business world.

Course Prerequisites

N/A.

Learning Objectives

Upon completion of this course the successful student will have reliably demonstrated the ability to:

- *Recall and describe how to communicate across cultures and generations.*
- *Recall and describe how to plan, write, revise and prepare written messages.*
- *Recall and describe how to write persuasive message.*
- *Demonstrate how to write various correspondence.*
- *Recall and describe the various forms of communication.*
- *Recall and describe how to use digital communication in an effective manner (Social media, mobile technologies, IM and text).*
- *Demonstrate business writing and presentation skills.*

Required course materials

*Textbook: Impact: A Guide to Business Communication 9/E – Northey, Seitjs
ISBN – 10: 0134310802
ISBN -13: 9780134310800
Pearson*

*Chapter 1 – Thinking about Communication
Chapter 2 – Strategies in Planning for Writing and Speaking
Chapter 3 – Writing with Impact
Chapter 4 – Routine and Good-New Correspondence
Chapter 5 – Bad-New Correspondence
Chapter 6 – Persuasive Writing
Chapter 7 – Informal Reports
Chapter 8 – Formal Reports and Proposals
Chapter 9 – Social Media
Chapter 10 – Presentations and Meetings*

Equipment: Laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready

Course Duration

- *Length of course 80 hours (20 x 4 weeks)*

- Homework Hours**
- *Students can expect 40-50 hours of self study*
- Delivery Methods**
- In-class instruction*
- Teaching Methods**
- *Classroom Instructor Lead: 40 hours*
 - *Demonstration: 10 hours*
 - *Supervised Group Work/Project Work: 20 hours*
 - *Student Presentations: 10 hours*
 - *Self study (homework): 40-50 hours*
- Method(s) of Student Evaluation**
- *Assignments 4 x 5% = 20%*
 - *Midterm Exam 1 x 15% = 15%*
 - *Final Exam 1 x 30% = 30%*
 - *Presentation and Written assignment 1 x 25% = 25%*
 - *Participation 1 x 10%*
 - *Total: 100%*
- Completion Requirements**
- *Student must achieve a final mark of 70% for student evaluation*
 - *Student must attend 80% of classroom hours.*

Week	Topics Covered
1	Introduction to Business Communication, Strategies for writing and speaking
2	Writing for Impact, How to Deliver Routine, Good and Bad News
3	Persuasive Writing, Informal Reports, Formal Reports and Proposals
4	Writing for Social Media, Presentation and Meetings, Student presentation